

PROXY SERVICES

# Shareholder Communications for Today's Alternative Investments



Cost-effectively secure the required vote results with a targeted shareholder experience.

When participation is critical, you need to analyze your shareholders, understand voting behaviors and execute a more strategic plan—all while controlling spend. You need innovation, expertise and proven results.

Broadridge is the leader in regulatory and shareholder communications for public companies and alternative investments including non-listed REITs and BDCs. A pioneer in digital engagement, segmentation and high-impact communications, we provide an end-to-end solution that's simple, smart and strategic.

# Insight

## Your data-driven solicitation roadmap

An effective retail engagement strategy requires a fresh perspective, one informed by robust data and true market expertise. Aligned with your interests and always looking ahead, Broadridge provides the insights and advice you need to identify risks, seize opportunities and respond in ways that make sense for your business.

Our data-driven tools and services empower you to target messages, customize packaging and identify the characteristics that drive results. Leaving nothing to chance, we plan, perform and measure effectiveness year-over-year, adding accountability at every step.

### MAKE MORE INFORMED, STRATEGIC DECISIONS

Shareholder Data Services provides you with a complete, actionable view of shareholder ownership, voting behavior and results at critical milestones throughout your proxy campaign.

When combined with our proprietary “Propensity to Vote” score—built on in-depth, industry-wide data—you can accurately target communications to have the highest impact.



### VIEW DETAILS ON PRIOR AND CURRENT SHAREHOLDER DATA ACROSS A RANGE OF DIMENSIONS



Share ownership



Historical voting patterns



Vote projections



Favorability by vote channel



Targeting data



Campaign effectiveness

Smart targeting helps uncover cost savings opportunities

# Impact

## Effective, multi-touch shareholder communication plans

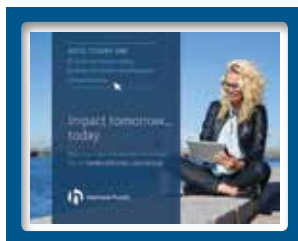
In a world where people are inundated with messaging, Broadridge clients find ways to engage shareholders and boost participation earlier in the process—reducing the need for more costly follow-up as deadlines approach.

Using proven best practices and tested designs, we can help you target messaging and create customized packaging that captivates shareholders from the start. Our Enhanced Packaging option delivers a more immediate, compelling interaction—one that produces significant improvement over standard mailings, with a 20-30% average increase in retail accounts voted.

These proxy mailers are modified with large marketing windows, giving you the opportunity to differentiate your messages at minimal cost. Boost response further with a voicemail message from a top executive, reaching shareholders as the first packages arrive, to reinforce the importance of their vote.

### INSPIRE RETAIL SHAREHOLDER AT EVERY TOUCHPOINT

- Clear back polywrap packaging
- Windowed notice envelopes
- Windowed reminder envelopes



### ACHIEVE MORE WITH BRANDED CALL CENTER EXPERIENCES

Broadridge Call Center Services combine knowledgeable associates with state-of-the-art technology to provide a professional experience that's consistent with your brand.

Our U.S.-based Customer Service Representatives are highly experienced and trained to meet your requirements. Robust reporting and metrics add confidence to the quality of our performance.

- Nationwide network of call centers across three time zones
- Inbound and outbound live agent services
- Highly scalable business model with built-in flexibility

# Control

## A single point of contact for the entire proxy process

Broadridge reduces the time, cost and effort required to manage the proxy process and distribute materials to retail shareholders by consolidating document formatting and SEC filing, data processing, mailing and voting functions through a single-source provider.

It starts with a clear, accountable strategy on how you can achieve your vote. We'll work with you to build a highly effective, cost-efficient program driven by data and proven best practices. We will assign you a team that includes a proxy specialist and solicitation specialist. Weekly status calls and a complete reconciliation, from your proposed budget to your final invoice, are all part of the service.



### TAKE ADVANTAGE OF OUR INSIGHTS AND EXPERTISE.

Broadridge knows retail shareholders better than any other communication services provider. As a result, we can identify key accounts and analyze the shareholder base to deliver the planning accuracy and campaign control needed to increase voter participation. We see trends and look at historical returns across all aspects of the shareholder base, whether directly held or in omnibus accounts.

Broadridge, a global fintech leader with over \$9 billion\* in market capitalization, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth. \*As of November 2017

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